



We are engaging staff and clients as experts and advocates to develop client-focused solutions that address the root causes of health.

Health Equity & Resource Advocates (HERA) is the Building Blocks for Health Equity's newest initiative within the Alameda County Public Health Department's Maternal, Paternal, Child and Adolescent Health unit. HERA is developing client-focused solutions to address the social factors that impact the health of the pregnant women, fathers and families with young children who are receiving services through our home visiting programs. These factors include finances, housing, and other social determinants of health.

HERA is building on the work started through the Robert Wood Johnson Foundation's-funded Prosperity Project that sought to directly influence policy and systems change across Alameda County in order to increase assets, protect wealth, and advance health equity. HERA represents a commitment to addressing the root causes of health within our department's existing services and moves us forward in achieving health equity in Alameda County. Our current and upcoming activities include:

Promoting Economic Mobility

Financial Health

We seek to tailor low cost non-predatory financial alternatives for clients and provide technical assistance and resources to home visiting staff. We are integrating financial coaching into a service delivery training curriculum and providing access to financial experts. We are also engaging staff to help develop interest free small dollar loans (ranging from \$250-\$500) for clients to access and use toward asset growing opportunities (e.g., housing, unexpected crisis, vocational training, medical bills) that help them stabilize and become self-sufficient.

Asset Building Grants and Loans

Coming soon!

Housing Advocacy

Aligning Staff Engagement to Strategies and Resources

We are taking what staff and clients voice around specific housing challenges to county wide housing efforts to better advocate for the needs of vulnerable populations. Advocacy opportunities include strengthening housing policies, low income housing programs, availability of affordable housing units and collaborations through funding. We are also providing staff with housing resources that link housing to health, education, public benefits and other services that may be needed by clients.

FOUNDATIONAL WORK

Evaluation We are tracking and collecting quantitative and qualitative data from staff and clients and responding to any feedback on engagement, leadership opportunities, and use of tools and other resources.

Forming and Fostering Partnerships We are collaborating with agencies, community organizations, service providers, businesses, residents, and other key stakeholders to advance effective strategies in addressing health inequities our local communities face.

Communications We are developing and using tools that communicate internally and externally about the health equity work staff from a variety of service delivery programs are engaged in.

Fundraising

**Learn More,
Get Involved or
Connect With Us!**



Contact:

Kali.cheung@acgov.org

Website:

<http://www.acphd.org/building-blocks/projects/hera.aspx>

